PARTNERSHIP OPPORTUNITY - RFEI

Riverfront Redevelopment Area, Stoughton, Wisconsin
11 Acre Redevelopment Site - Development Opportunity
Prime Downtown Location-Yahara River Frontage

Dear Sir or Madam:

The Redevelopment Authority of the City of Stoughton (RDA) is soliciting Requests for Expressions of Interest (RFEI) from developers for a phased development entitled Riverfront Redevelopment Area. The site is centrally located in Stoughton's beautiful downtown area, and includes over 1,500 feet of river frontage offering exceptional recreation and lifestyle opportunities. The site boasts easy access to local and future regional bike and walking trails, a co-op grocery store, historic Opera House, restaurants, and entertainment venues. Stoughton is home to several well-known international businesses as well as having an active small businesses community.

The RDA is actively pursuing a public-private partnership, leveraging City assets and financial resources to develop an exceptional urban mixed-use development. We look forward to your response and consideration. **Expressions of interest are due electronically by April 19, 2019** to the attention of RDA Executive Director, Jamin Friedl, at the email below.

Sincerely Yours, **Roger Springman, RDA Chair**

Stoughton Redevelopment Authority
381 E. Main St., Stoughton, Wisconsin 53589
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Executive Summary
Development Opportunity - RFEI

Executive Summary

Located two blocks from Stoughton's historic downtown and fronting the Yahara River, the design for the 11 acre Riverfront Redevelopment Area re-imagines the former industrial property as a vibrant, new, mixed-use waterfront neighborhood. Project site master planning continues the City's downtown revitalization efforts, embodying principles of sustainable design, realistic and market responsive development, and interactive community engagement.

Master planning for the project involved a three-day community design charrette process hosted by the Redevelopment Authority of the City of Stoughton (RDA) in 2017. By employing this highly collaborative community design process, the reuse concept reflects the values and priorities of key stakeholders and the broader community, while simultaneously responding to a myriad of environmental, social, cultural and economic forces. The charrette document as well as a summary of the RDA's investment and other information is available on the RDA's website – www.stoughtonrda.org. A copy of the charrette conceptual site plan is attached as Appendix A.

The RDA has had interest expressed in this property over the years; however it has resisted uncoordinated development until the entire property became ready for reuse. RDA and the community envision residential units in various configurations and rental/price points as well as some waterfront and/or border street(s) commercial and mixed-uses. The ideal conceptual development should generate approximately $50 million in new property values.

Two historic structures are located within the project area: Power House and Blacksmith Shop and are being offered for reuse/repurposing consideration. There is also strong interest in seeing design elements of the new development draw on themes from the historical uses of the property (Appendix B. Highway Trailer Building Report). We recognize that historic structure redevelopment is a specialized skill, for this reason, some development teams may want to focus on only this element of the site.

The RDA is opening a competitive process to secure either a master developer for the entire site or developers interested in developing a part of the site for the first phase and/or multiple phases of the Riverfront Redevelopment Area. The RDA will select, through this Requests for Expressions of Interest (RFEI) process, interested developer teams to receive a Request for Qualifications (RFQ) and Request for Proposals (RFP). The RDA's goals beyond the RFQ/RFP process include awarding a development agreement for the eventual sale and redevelopment of the Riverfront Redevelopment Area.

Project Goals

Development Opportunity - RFEI

Vision

An urban waterfront neighborhood built around ***riverside green space*** and recreational opportunities, with ***varied and modern living spaces*** for young and old alike that enhances downtown vitality and serves as a ***regional destination.***

Project Goals

Broad community support

The voice of the community as part of the development process is imperative to the project's success.

Economically feasible

Redevelopment sites require substantial public expense: land acquisition, demolition, remediation, and infrastructure costs. Therefore, taxable development must be sufficient to pay these higher up-front costs, and the proposed development must be realistic and marketable to the private sector.

Long-term development

Cities like Stoughton rarely have a chance to redevelop 11 acres in the heart of the City. It took more than a decade to acquire the land for this project. The City must ensure the development will endure and stand the test of time for several generations (more than 75 years).

River, open space, environment

The RDA seeks to follow what the legendary landscape architect, Ian McHarg, taught and practiced "Design with Nature". This is expected to be an exceptional riverside neighborhood that takes full advantage of its location. The waterfront will be in public ownership and provide a substantial swath of public space. Density, open space, and environmental amenities must be balanced with a bias toward human interactions with nature.

Sustainability, connections and linkages

Redeveloping a brownfield site and developing in the City are already sustainable practices, but we can do more. This project aspires to push the envelope on green buildings through the use of: energy efficient building designs, renewable energy, recycled and/or re-use building materials to weave both the manmade and natural amenities on this site together. This site also links the City's major park - Mandt Park, the Yahara River and future regional bicycle/walking trail network with the Historic Downtown. Just as important, the redevelopment of this site links the community's past to its future and generations of Stoughton residents to come.

Inspire investment

This opportunity comes once in a City's history and that alone should inspire investment. With an impressive community investment in public open space and amenities, including a planned whitewater park along this site, the private sector will be excited about having opportunities for public-private partnerships and leveraging and fostering long-term investments in the site's redevelopment.

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Economic Data

Development Opportunity - RFEI

Regional Market

Communities surrounding Madison are undergoing a transformation. Once bedroom communities or daytrip destinations, these cities are now becoming prime locations to live and work in the Madison region. Stoughton is no exception. Located just 30 minutes from Madison and Verona; housing the region's largest employers, Stoughton offers small town charm in its Historic Downtown along with countless other cultural, personal and professional assets that will attract you to invest and develop in Stoughton.

Residential Market

Projected household growth for the City of Stoughton to 2020 is currently estimated at 572 additional households. Stoughton is a sub-market of the Madison metro area, and the projected household growth for the greater Stoughton area (30-minute drive-time) is estimated at 10,823 households. In considering the development potential of the site beyond 2020 and its location within the City of Stoughton, the project site is well situated to capture its share of projected regional growth. We envision the site will incorporate a variety of housing options including medium-to-high density rental and ownership units at various price points. As the plan develops and is refined, more specific development concepts will be defined that include building sizes, price points, unit sizes, mix and estimated development costs. Anticipated full build-out of the property will be between eight and twelve years.

Retail Market

Potential for new retail development in Stoughton and the Riverfront Redevelopment Area is influenced by overall market conditions in the trade area. The trade area for the Riverfront Redevelopment Area is primarily the City of Stoughton and surrounding townships. There are a number of regional destinations in the City including: the Stoughton Opera House, several large local employers and several specialized event spaces. Syttende Mai, Catfish Music Festival, Earth Day Expo, Stoughton Fair, and other popular events also bring customers into Stoughton throughout the year. Future retail opportunities include amenities for the proposed whitewater Park - Wisconsin's first family-friendly whitewater park (Appendix C. Whitewater Park Economic Impact Report).

Roughly 154,000 households in the Stoughton area (30-minute drive-time) spent a total of $9.6 billion on retail expenditures in 2014. The number of households is projected to grow by over 10,000 by 2020, which would generate an additional $625 million in expenditures annually, not factoring in inflation. Stoughton is in one of the strongest small city markets in Wisconsin.

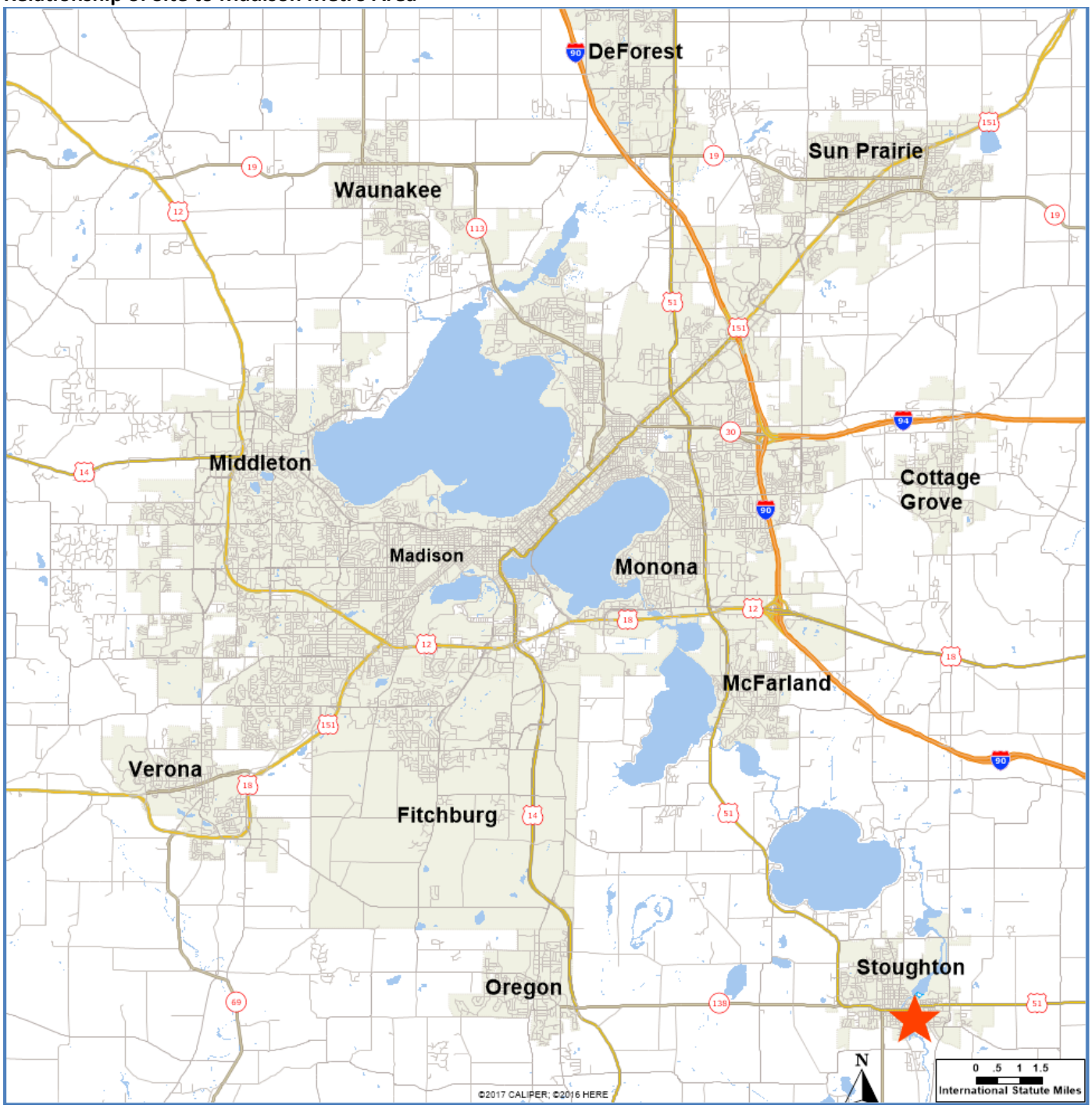
Community Services

The City of Stoughton abounds with a number of community services that include: a full-service hospital, City owned Utilities, library, senior center, Mandt Community Center (indoor ice-rink and convention center), Stoughton Wellness and Athletic Center, Youth Center, after school programs, award winning Recreation Department, and parks and trails throughout the city (Appendix D. Stoughton Comprehensive Outdoor Recreation Plan). The City is known for its civic organizations and philanthropy.

Economic Data

Development Opportunity - RFEI

Relationship of Site to Madison Metro Area



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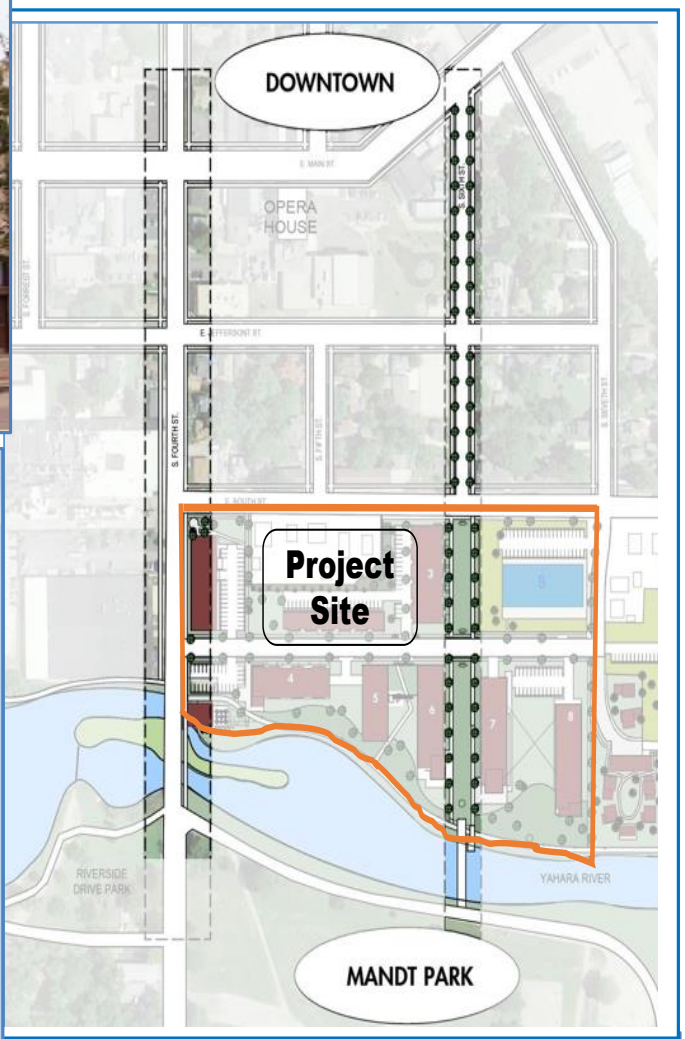
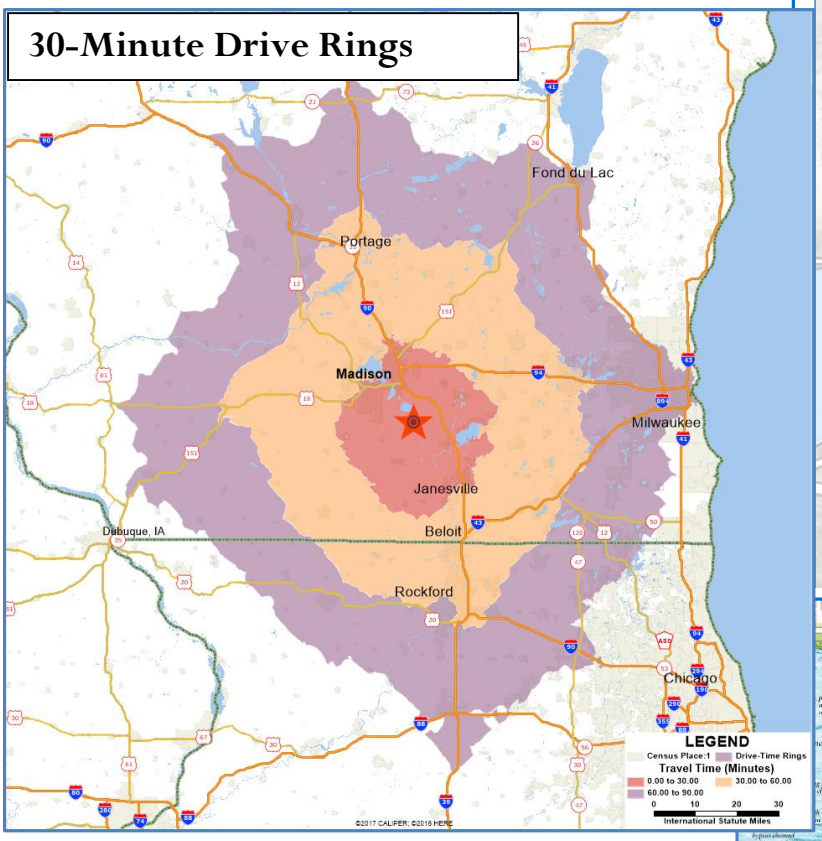
Economic Data

Development Opportunity - RFEI





Proposed Whitewater Park

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Site Details

Development Opportunity - RFEI

Site Details

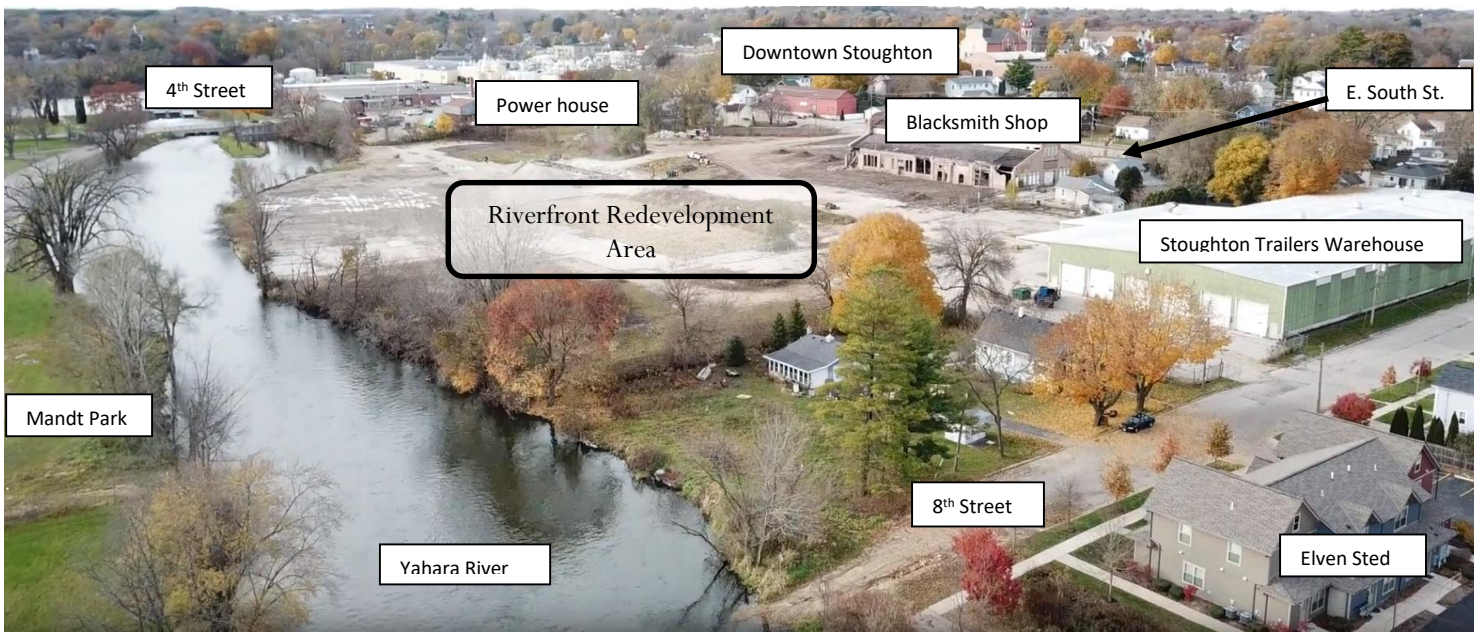
The Stoughton City Council adopted and recorded a Redevelopment Plan for Redevelopment Area #1 (Appendix E. Rail Corridor Neighborhood Plan) in 2008. This generalized plan led to the formation of the RDA and was followed by a more detailed Rail Corridor Neighborhood Plan in 2009. In 2010 plans were amended when Tax Increment District #5 was created with a document known as the Rail Corridor Tax Increment District #5 and Redevelopment Area #1 Project Plan. The project plans were created pursuant to both Section 66.1333 (Blight Elimination and Redevelopment) and 66.1105 (TIF), Wisconsin Statutes.

Over the past ten years the RDA acquired and is in the process of remediating the former industrial property along the Yahara River and now owns 8.78 acres. The three main acquisitions to date include the former MillFab site, the former Highway Trailer site and the Roberts Auto property. In addition, the RDA is in the process of acquiring the recently vacated Public Works Garage and historic City Power House site (2.2 acres) from the City, bringing the total redevelopment area to approximately 11 acres.

In addition, the City owns a large park (Mandt) directly across the river. This park will not be part of the redevelopment area; however, the City is planning to construct a whitewater park on the River between Mandt Park and the Riverfront Redevelopment Area (Appendix F. Whitewater Park Concept Plan) in addition to planned upgrades to the park itself.

The Riverfront Redevelopment Area is bordered by:

North - E. South Street, 790 vehicles per day
West - 4th Street, 2,800 cars per day
South - Yahara River
East – 7th Street, no traffic



Site Details

Development Opportunity - RFEI

Legacy Properties Options

There are two structures on the site that have historical significance for the community – the Blacksmith Shop and the City Power House building. The Blacksmith Shop was part of the Highway Trailer building complex. All of that complex has been demolished, except for the Blacksmith Shop. The City Power House is a designated local landmark, constructed in 1911. We believe the City Power House will qualify for Historic Preservation Tax Credits. The RDA is interested in an adaptive reuse of the City Power House that keeps the integrity of the historic architectural design. The RDA is more flexible with the Blacksmith Shop, and in fact due to structural instability, the status of the building may change at any time. Developers may consider adaptive reuse or can use its architectural design features for a new structure or a combination of old and new.

If you are interested in either an adaptive reuse of the City Power House or a building that incorporates either physical or design elements of the Blacksmith Shop, please state your interest in your response to this RFEI.

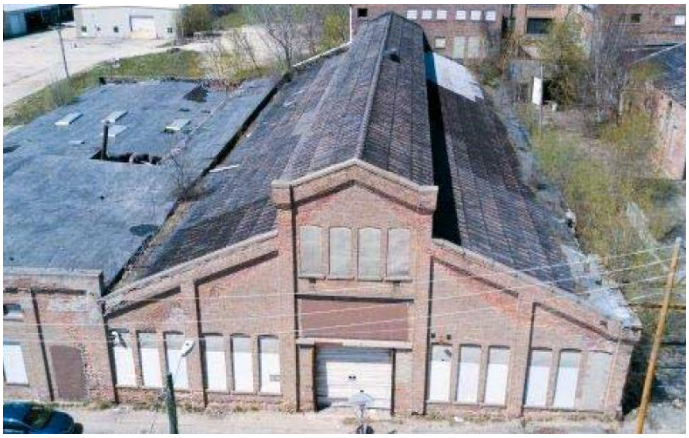


Figure 1: Blacksmith Shop

Figure 2: Power House Building

Figure 3: Power House Building

Figure 4: Power House Building

Public Partnership Opportunities

The RDA is committed to fostering a collaborative, productive relationship with the developer team in order to reach a successful outcome around the strong vision for the project.

Considering the potential for positive economic, social and environmental outcomes, the City and RDA understand their role in being an active partner in contributing to the creative solutions necessary to effectuate an exceptional development project.

The following is a list of available considerations for the development "toolbox" that can be negotiated with each phase given proposed project impacts:

1. **Tax Incremental Financing.** The City adopted TID #8 in 2018 having an expenditure period ending in 2045, with the purpose of assisting in the funding of the Riverfront Redevelopment project. The TID #8 project plan includes infrastructure, demolition, remediation, site work and recreational amenity costs (Appendix G. TID #8 Project Plan).
2. **Property Ownership.** The RDA has acquired a large portion of the project area over time allowing the RDA to consider the value of the land in the negotiation of a development agreement.
3. **Grants.** Due to the unique nature of this site, with its recreational linkages, adjacency to major natural areas and proximity to the urban core, several grant opportunities may be available.
4. **Tax Credits**. With this planned multi-use project, depending upon the developer's direction and mix of investments, there may be tax credit programs available to the project.
5. **Loans.** The RDA currently administers a downtown loan program. Depending upon the development strategy, City, County and State loan programs may be available to assist in long-term financing.
6. **Bonds/Debt Issuance.** Given the magnitude of the project and its potential long-term impact on the City's economic sustainability, the RDA may consider various forms of bonds including but not limited to general obligation bonds, revenue bonds and developer funded TIF options.
7. **Technical and Project Management Support.** The RDA, City staff and consultants will be committed to the successful outcome of this project and will be available for project support.
8. **Partnership Opportunities**. Given the visibility and impact of this project, there may be numerous local partners offering assistance in public, private, non-profit, philanthropic and volunteer capacities.
9. **Clean Energy Programs**. Stoughton has a municipal electric utility and is a member of WPPI with access to energy incentives and technical assistance. The opportunity to plan and develop a sustainable project may offer additional assistance through clean energy programs, State tax incentives, utility programs like Focus on Energy and others. Dane County has authorized Property-Assessed Clean Energy (PACE) which allows long-term financing for clean energy systems. See the Wisconsin State Energy Office's guide entitled, "Financial Incentives for Energy Projects in Wisconsin".

Submission Requirements
Development Opportunity-RFEI

Submission Requirements

The RDA seeks a highly qualified master developer or developers interested in specific areas of the site to plan and execute the initial and subsequent phases of the development process. The developer(s)/team(s) shall be capable of managing the land planning, environmental remediation, infrastructure development, site preparation, financing and project management that will be required to support the development.

The RDA is requesting the following from interested developer(s)/teams by **April 19, 2019**:

- Letter of interest
- Contact information for key staff people
- Brief qualification statement highlighting experience with projects of similar size and complexity
- Questions relative to project parameters
- Availability for a RDA-developer briefing

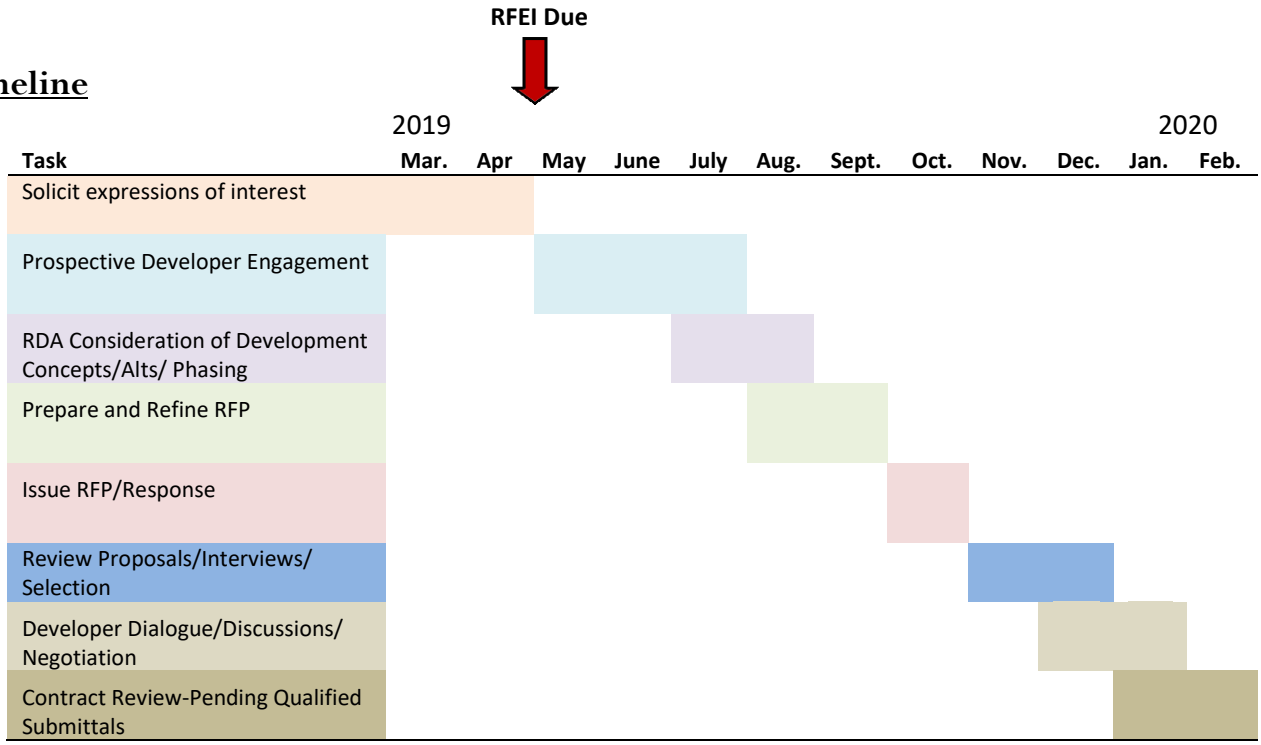
Evaluation Process

The RDA will prepare a short list of development teams from which to solicit proposals based upon the following information ascertained from the RFEI submittal:

- **Qualifications and Experience of Developer**-particularly those who demonstrate they are qualified to execute the delivery of a development opportunity with the complexity and magnitude of Stoughton's Riverfront Redevelopment Area.
- **Project Vision and Development Approach**-those who best articulate their creative vision for the implementation of an exceptional mixed-use development that incorporates our project goals.
- **Project Financial Feasibility and Development Team Capacity**-those who best demonstrate their financial capacity to develop a project of this scope.
- **Reputation**-those who have a track record of successful public private partnerships built upon trust, integrity and a desire to achieve a project that is a win-win for the developer, RDA and community.
- **Optional Historic Response**-please indicate whether you are proposing an adaptive reuse of the Power House and/or Blacksmith Shop. Developers may also include architectural features of the Blacksmith Shop into design elements of a new building.

Timetable
Development Opportunity-RFEI

Timeline



The RDA has developed the schematic timeline shown above. This timeline is a current estimate of the phases and tasks to be completed in 2019. This timeline may be adjusted pending the evaluation and negotiation with the successful development teams.

Miscellaneous Provisions

Reservation of Rights

The Stoughton RDA reserves the right to:

- Cancel or withdraw the RFEI prior to or after the submission deadline.
- Modify or issue clarifications to the RFEI prior to the submission deadline.
- Reject any submission it deems incomplete or unresponsive to the submission requirements.
- Consider a submission that is not compliant with the submission requirements.
- Reject all submissions that are submitted under the RFEI.
- Modify the deadline for submissions or other actions.
- Reissue the RFEI, a modified RFEI, or a new RFEI, RFQ or RFP whether or not any submissions have been received in response to the initial RFEI issuance.

Notice of Modification

The Stoughton RDA may post on the RDA's official website (stoughtonrda.org) notices or information regarding cancellations, withdrawals, modifications to deadlines, and other modifications to this RFEI. Developers shall have the obligation to check the website for any such notices and information, and the RDA shall have no duty or obligation to provide direct notices to developers.

Ownership and Use of Submissions

All submissions shall be the property of the Stoughton RDA which may use any and all ideas in any submission, whether the submission is selected or rejected.

Further Efforts

The Stoughton RDA may request that developers clarify their submissions and/or submit additional information pertaining to their submissions. The RDA may request best and final submissions from any developer and/or request an oral presentation from any developer.

Non-Binding

The selection by the RDA of a developer indicates only an intent by the RDA to continue with the selection process and/or negotiation and the selection does not constitute a commitment by the City of Stoughton or RDA to execute a final agreement or contract with the developer.

Non-Liability

By participating in the RFEI process, the developer agrees to hold the City of Stoughton, RDA and its officers, employees, agents, representatives, and consultants harmless from all claims, liabilities, and costs related to all aspects of this solicitation.

Appendices

Please download this document and the following appendices from www.stoughtonrda.org.

Appendix A Charrette Concept Plan Report

Appendix B Highway Trailer Building Report

Appendix C Whitewater Park Economic Impact Report

Appendix D Stoughton Comprehensive Outdoor Recreation Plan, Bicycle Routes,

Appendix E Rail Corridor Neighborhood Plan

Appendix F Whitewater Park Concept Plan

Appendix G TID #8 Project Plan

Appendix H Redevelopment Area Flyer